

ORDER



KSDK

Orders
Order / Rev: 719654
Alt Order #: 06359567
Product Desc: NIXON FOR GOVERNOR
Estimate:
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 10/05/12 / 10/05/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Campaign Group
Buying Contact:
Billing Contact:
 1600 Locust Street
 Philadelphia, PA 19102

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Nixon, J / D/ Governor
Demographic: A35+
Product Codes: PL-Governor
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	100	\$90,835.00	\$77,209.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	100	\$90,835.00	\$77,209.75	0.00
Totals	100	\$90,835.00	\$77,209.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/02/12	10/08/12	LN (M-Su) LN (M-Su)	CM	10-1035pm	MTWTF--	:30	5	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		5				\$1,800.00		0.00			
2	KSDK	10/02/12	10/08/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	MTWTF--	:30	5	\$675.00	P-2	0.00	NM	5	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		5				\$675.00		0.00			
3	KSDK	10/02/12	10/08/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	MTWTF--	:30	4	\$1,650.00	P-2	0.00	NM	4	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		4				\$1,650.00		0.00			
4	KSDK	10/02/12	10/08/12	Tonight Show Tonight Show	CM	1035-1137p	MTWTF--	:30	5	\$675.00	P-2	0.00	NM	5	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		5				\$675.00		0.00			
5	KSDK	10/02/12	10/08/12	Late Night Late Night w/Jimmy Fallon	CM	1135p-1235x	MTWTF--	:30	5	\$190.00	P-2	0.00	NM	5	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		5				\$190.00		0.00			
6	KSDK	10/06/12	10/06/12	Sat 6-7A Sat 6-7A	CM	6-7A	-----S-	:30	1	\$335.00	P-2	0.00	NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1				\$335.00		0.00			

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KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	KSDK	10/06/12	10/06/12	SAT TDY NBC Today Show (Sa)	CM	7-9A	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-			1		\$600.00			0.00			
8	KSDK	10/06/12	10/06/12	Sat 9a Sat 9-10a	CM	9-10A	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-			1		\$600.00			0.00			
9	KSDK	10/06/12	10/06/12	Sat 5p News Channel 5 at 5P Sat	CM	5-530P	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-			1		\$600.00			0.00			
10	KSDK	10/06/12	10/06/12	Sat 6p News Channel 5 at 6P Sat	CM	6-630P	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-			1		\$750.00			0.00			
11	KSDK	10/08/12	10/08/12	Mon Prime C Revolution	CM	9-10P	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----			1		\$3,000.00			0.00			
12	KSDK	10/02/12	10/08/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	MTWTF--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			5		\$1,500.00			0.00			
13	KSDK	10/07/12	10/07/12	Football Night in America Football In America	CM	6-715p	-----S	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S			1		\$2,250.00			0.00			
14	KSDK	10/07/12	10/07/12	NFL Regular Season Football NFL Regular Season Football	CM	Various (7:15 PM-10:30 PM)	-----S	:30	1	\$6,300.00	P-2	0.00	NM	1	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S			1		\$6,300.00			0.00			
15	KSDK	10/02/12	10/08/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	MTWTF--	:30	5	\$525.00	P-2	0.00	NM	5	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			5		\$525.00			0.00			
16	KSDK	10/02/12	10/08/12	M-F 10-11A News at 10am	CM	10-11A	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			5		\$300.00			0.00			
17	KSDK	10/02/12	10/08/12	M-F 11-12P Today Show III	CM	11A-12P	MTWTF--	:30	5	\$375.00	P-2	0.00	NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			5		\$375.00			0.00			
18	KSDK	10/02/12	10/08/12	M-F Noon News Noon News	CM	12-1230p	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			5		\$450.00			0.00			
19	KSDK	10/02/12	10/08/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	MTWTF--	:30	5	\$375.00	P-2	0.00	NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			5		\$375.00			0.00			
20	KSDK	10/02/12	10/08/12	M-F 2-3p Dr. Oz	CM	2-3p	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			5		\$450.00			0.00			
21	KSDK	10/02/12	10/08/12	M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:00 PM)	MTWTF--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
21	KSDK	10/02/12	10/08/12	M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:00 PM)	MTWTF--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	MTWTF--		4			\$450.00		0.00				
22	KSDK	10/02/12	10/08/12	M-F 4P News News 5 at Four	CM	4-430P	MTWTF--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	MTWTF--		5			\$600.00		0.00				
23	KSDK	10/02/12	10/08/12	M-F 430-5p Jeopardy	CM	430-5p	MTWTF--	:30	5	\$750.00	P-2	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	MTWTF--		5			\$750.00		0.00				
24	KSDK	10/02/12	10/08/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	MTWTF--	:30	4	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	MTWTF--		4			\$1,500.00		0.00				
25	KSDK	10/02/12	10/08/12	M-F 5P News Nightly News Adj.	CM	528-530p (5:28 PM-5:30 PM)	MTWTF--	:30	4	\$2,250.00	P-2	0.00	NM	4	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	MTWTF--		4			\$2,250.00		0.00				
26	KSDK	10/06/12	10/06/12	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-		1			\$1,800.00		0.00				
28	KSDK	10/06/12	10/06/12	Saturday Night Live Saturday Night Live	CM	1030p-1205a	-----S-	:30	1	\$1,125.00	P-2	0.00	NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-		1			\$1,125.00		0.00				
29	KSDK	10/02/12	10/08/12	M-F 6-7A 6-7a	CM	6-7A	MTWTF--	:30	5	\$750.00	P-2	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	MTWTF--		5			\$750.00		0.00				
N30	KSDK	10/03/12	10/03/12	Prime Political Program Prime Political Program	CM	9-10p (9:00 PM-10:00 PM)	--W----	:30	1	\$2,500.00	P-3	0.00	NM	3	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----		1			\$2,500.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/01/12-10/07/12		Prime Political Program		9-10p	(9:00 PM-10:00 PM) --W----	:30		(\$2,500.00)		0.00	NM		
See MG 30.2,30.3,30.4															
[Spot did not air due to Presidential Debate]															
2	KSDK	10/08/12-10/08/12		Mon Prime C		9-10P	M-----	:30		\$1,800.00		0.00	NM		
Ⓜ MG for 30.1 10/03															
[n/a]															
3	KSDK	10/08/12-10/08/12		Tonight Show		1035-1137p	M-----	:30		\$450.00		0.00	NM		
Ⓜ MG for 30.1 10/03															
[n/a]															
4	KSDK	10/08/12-10/08/12		M-F 5-6A		5-6A	M-----	:30		\$250.00		0.00	NM		
Ⓜ MG for 30.1 10/03															
[n/a]															
31	KSDK	10/06/12	10/06/12	Notre Dame Football Notre Dame Football	CM	630-10p (6:30 PM-10:00 PM)	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-		1			\$500.00		0.00				
													Totals	100	\$90,835.00